# Understanding the Power of Mobility:

## Planning & Buying Outdoor

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# Why Outdoor?

**The organizing principle of media planning is impact**

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"Mom, can I have one?"
"Press # 1 for messages
"Buy one get one free!"
"YOU HAVE MAIL"
"I wanna happy meal"
"Mom, can I have
message
OVERLOAD!
"Buy one get one free!"

# In The 21st Century

**No medium will disappear, each will adapt**

- **Outdoor - Proximity**
- **Television - Mass reach to targeted reach**
- **Radio - Portable entertainment medium**
- **Newspaper - Information and retail**
- **Magazines - Targeting lifestyles/interests**
- **Internet - Information**

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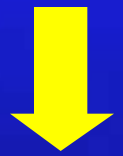
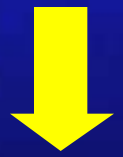
Reach The Consumer



In The Right Place



At The Right Time

With The Right Information

# Advertising Does Two Things

- It influences brand choice of consumers who are ready to buy now
- It builds brands awareness among consumers who are not ready to buy

# Recency Theory

It impacts those who are ready to buy

- Because it's what happens in daily life that influences consumers to buy products and services, not the advertising

# Recency And Proximity

**Question: When do you buy a box of cereal?**

- **Answer: When you run out**

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# Recency And Proximity

- A single brand message can influence a purchase when an individual consumer is ready to buy
- Advertising is strengthened by message timing and is more critical than how many messages a person receives

# Recency And Proximity

- Because product are bought everyday, brands need to remind consumers of their name and value everyday
- This requires continuous advertising with *effective presence* not *effective frequency*

# Effective Frequency

**An ad must be seen 3 or more times in a 4-week period for consumers to "learn it"**

Source: *When Ads Work*, John Philip Jones

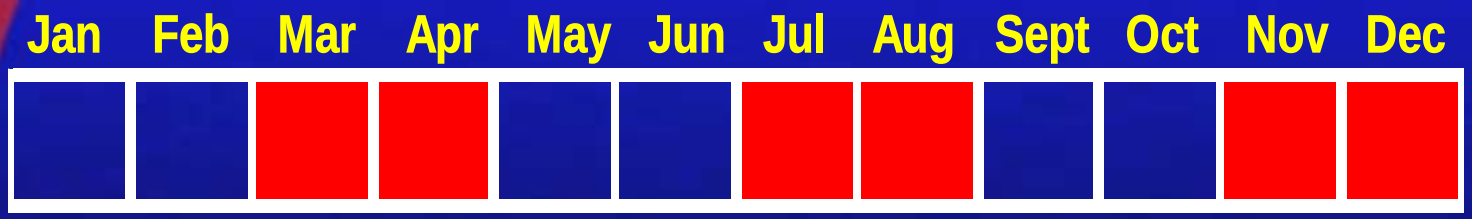
# John Philip Jones

**Reach and continuity are more critical for optimal sales impact than reach & frequency**

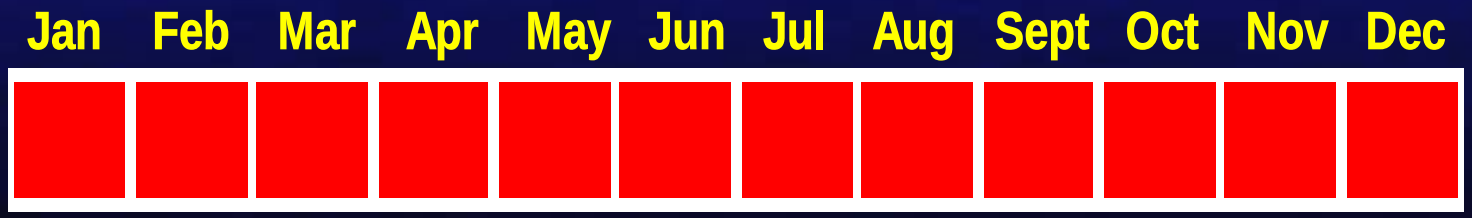
- **Maximize weekly reach at one exposure**
- **Purchase as many weeks as affordable**
- **Avoid peaks and valleys**

# When Ads Work

## Traditional Flighting




## Continuity – Ideally 52 Weeks




Source: *When Ads Work*, John Philip Jones

# Penetration

- It's generally accepted that the total number of buyers is a key to a brands success
- But, there is a natural tendency for brands to lose buyers over time

# Outdoor Has Mass Appeal

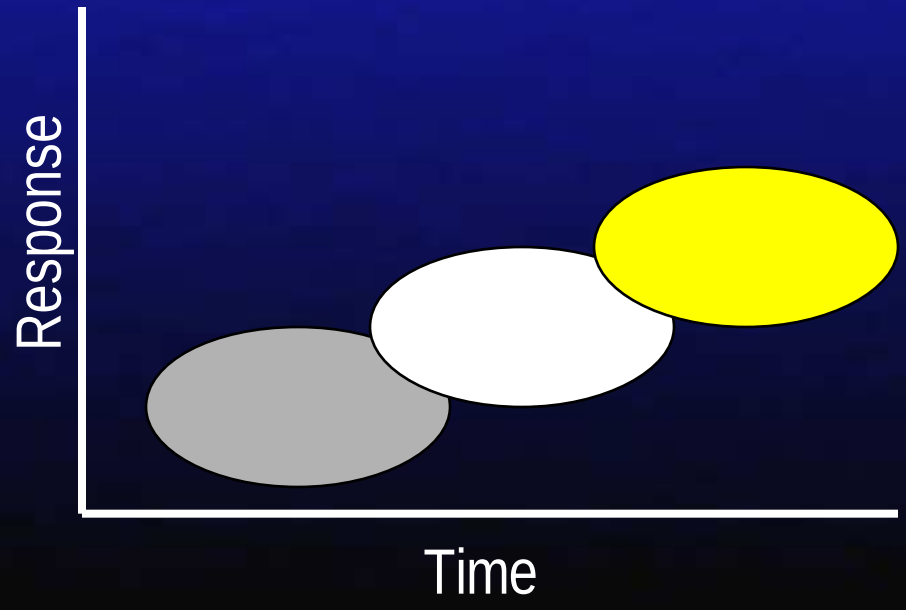
- It reminds old customers
- It attracts new customers
- It builds awareness with customers not yet ready to purchase

# The Media Mix

- The fewer dollars spent on a particular medium, usually produces a higher response per dollar
- But, while sales per dollar increase the total sales may not

# The Media Mix

**When the curve starts to flatten it's time to move to the next medium**



# Adworks 2 Study

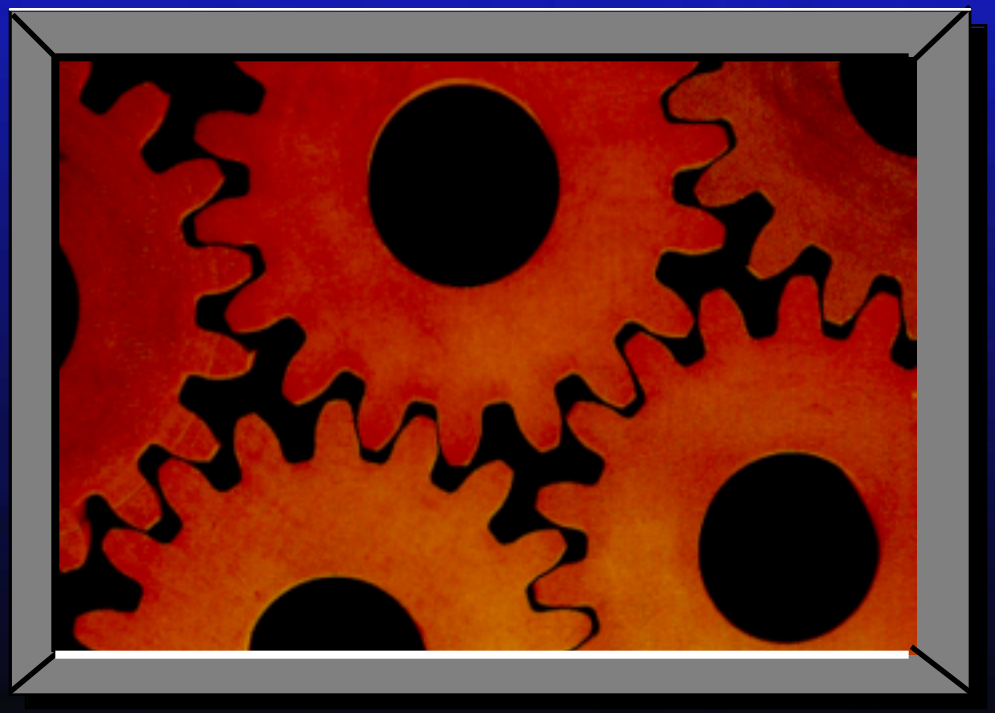
**A 2 year collection of data for 800+ packaged goods brands**

- Found that the first GRP is the most productive with each added GRP brining a lessened response
- This confirmed that the value of reach and disputes the value of *effective frequency*

Source: Erwin Ephron

# Outdoors Unique Engine

**Outdoor intercepts consumers during daily routines and presents consistent messages**



# Teenagers In Los Angeles

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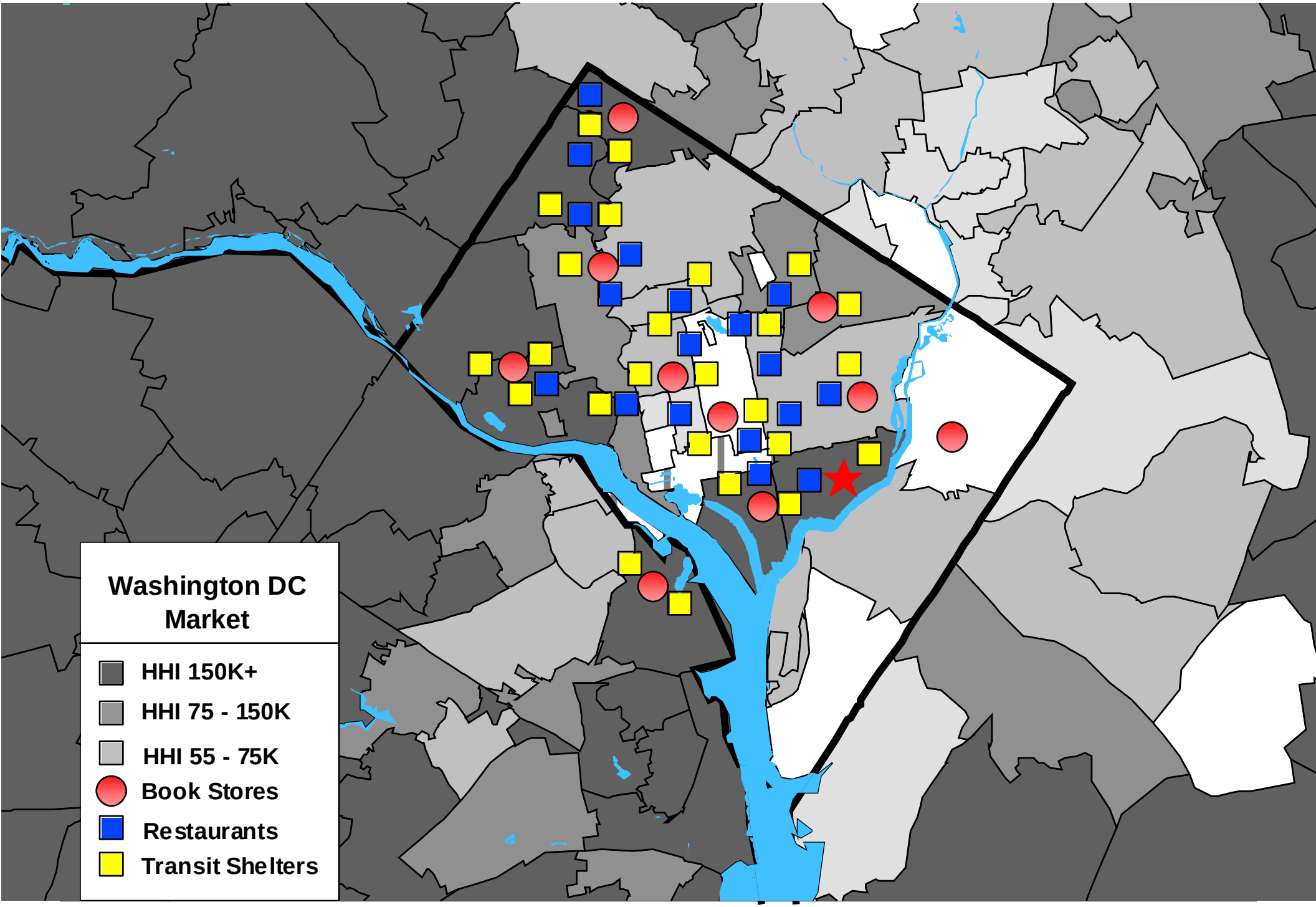
# High Schools

# Major Shopping Malls

# McDonald's Restaurants

# 30-Sheet Poster Program

# Optimal Targeting


Washington DC Market
HHI 150K+
HHI 75 - 150K
HHI 55 - 75K
Book Stores
Restaurants
Transit Shelters

# Unification in Latin America:

## The Greater Good of Many Voices

# October 2000 Survey

- Sent to the principals of the Latin American Outdoor companies
- Responses from: Argentina, Mexico, El Salvador, Peru, Venezuela, Guatemala, Puerto Rico, Colombia, and Brazil

# Survey Results

- What are the major barriers that outdoor operators face in Latin America?
  - Standardization
  - Regulatory issues
  - Disorganization
  - Unfair competition

# Survey Results

- Is there a need for an organization like the OAAA to unify the Latin American outdoor market?
  - 100% said yes

# Survey Results

- Would you join a regional outdoor association?
  - 70% said yes

# Survey Results

- What purpose would a regional outdoor association serve?
  - Standardization in LA and with the US
  - Regional marketing programs
  - Unification for a stronger voice
  - Regulations/lobby advice

# Survey Results

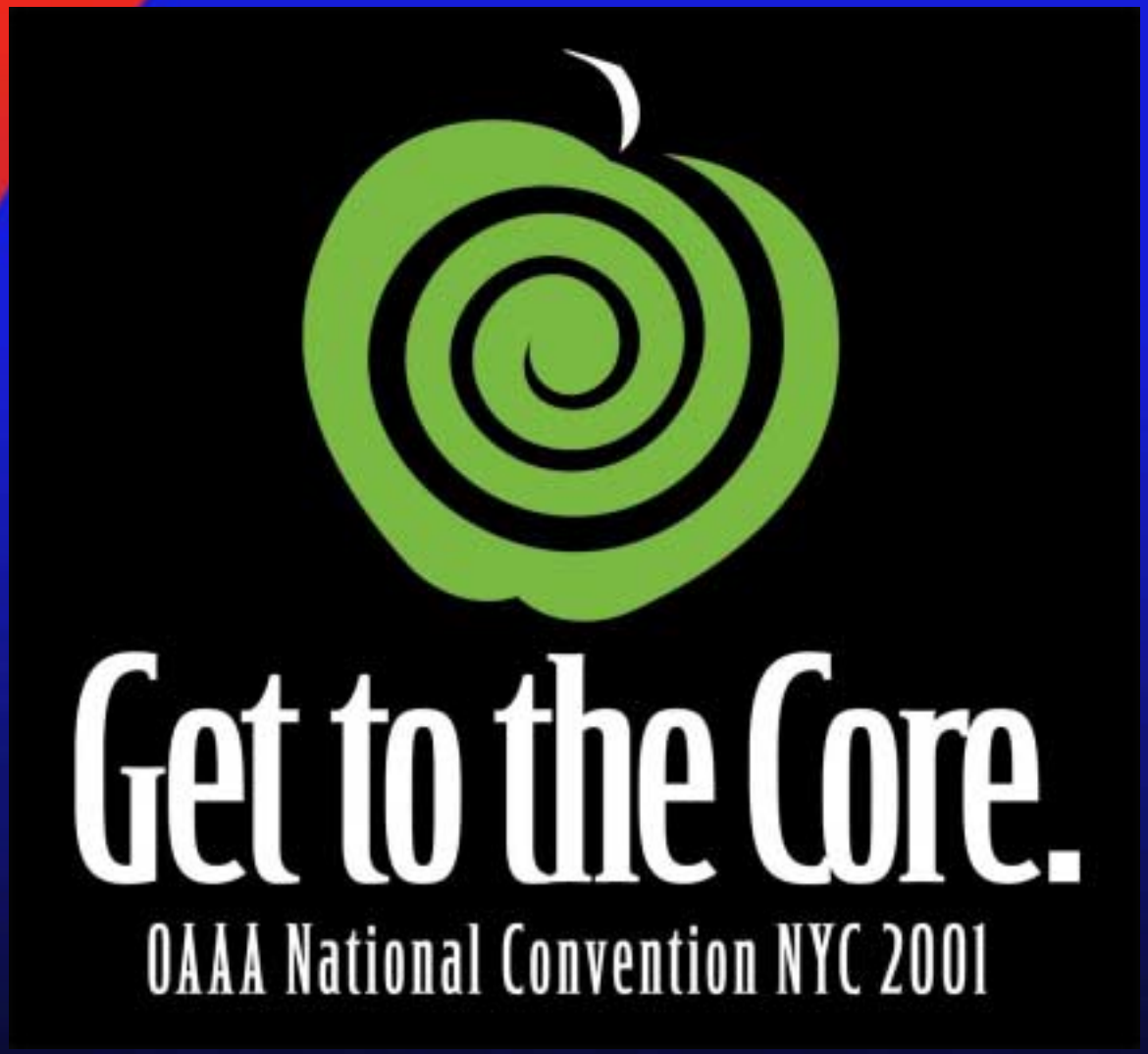
- Are you aware of the OAAAA International membership category of US$1500 annually?
  - 100% said yes

# Survey Results

- Are you you interested in joining the OAAA as an international member?
  - 90% said yes

# Survey Results

- Are you interested in attending the 2001 OAAA National Convention in New York?
  - 100% said yes
  - For this reason, you are invited




**September 11-13, 2001**

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## Marriott Marquis Hotel

*In the Heart of Times Square*

**Electrifying atmosphere**

**World class entertainment**

**Great dining**

# A worldwide celebration of outdoor media

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**Keynote Address**

**Mel Karmazin,**

*President & COO Viacom*

**Gay Bradt,**

*Who Moved My Cheese?*

**A dynamic program of guest speakers**

**Herb Cohen,**

*Author, You Can Negotiate Anything*

**Jonathan Bond,**

*Co-Chairman, Kirschenbaum Bond & Partners*
*Author, Under the Radar*

**A dynamic program of guest speakers**

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**Lee Lynch,**
*Chairman, Carmichael Lynch*

**Jack Klues,**
*Chairman, Starcom*

**Shelly Lazarus,**
*Chairman, Ogilvy & Mather*

**A dynamic program of guest speakers**

**Dan Cathy,**
*President, Chick-fil-A*

**John Riordan,**
*Vice President, Virgin Atlantic Airways*

**A dynamic program of guest speakers**

**Jean Francois Decaux,**

*Co-Chief Executive, JC Decaux*

**Alain Weill,**

*International Poster Artist*

# A dynamic program of guest speakers

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**Principals Panel,**

**Karl Eller,** *Chairman, Eller Media*

**Kevin Gleason,** *President, Adams Outdoor*

**Wally Kelly,** *President, Infinity Outdoor*

**Tom Norton,** *President, Norton Outdoor*

**Kevin Reilly, Jr.,** *President, Lamar*

**A dynamic program of guest speakers**

**Creativity**

**David Oakley & John Boone,** *Boone/Oakley*

**A Walking Tour of Times Square**

**Michael Forte,** *Spectacolor*

**Crisis Management for Dealing with Real Estate & Public Affairs**

**Herb Cohen**

**An afternoon of unique workshops**

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**Worldwide Innovations in Outdoor**

**Jack Klues,** *Starcom*

**How People Use Outdoor media**

**Erwin Ephron,** *Ephron Consultancy*

**What Makes Winning Brands Different**

**Wolfram Wordemann**

**Original Research**

## Wireless Technology & Outdoor

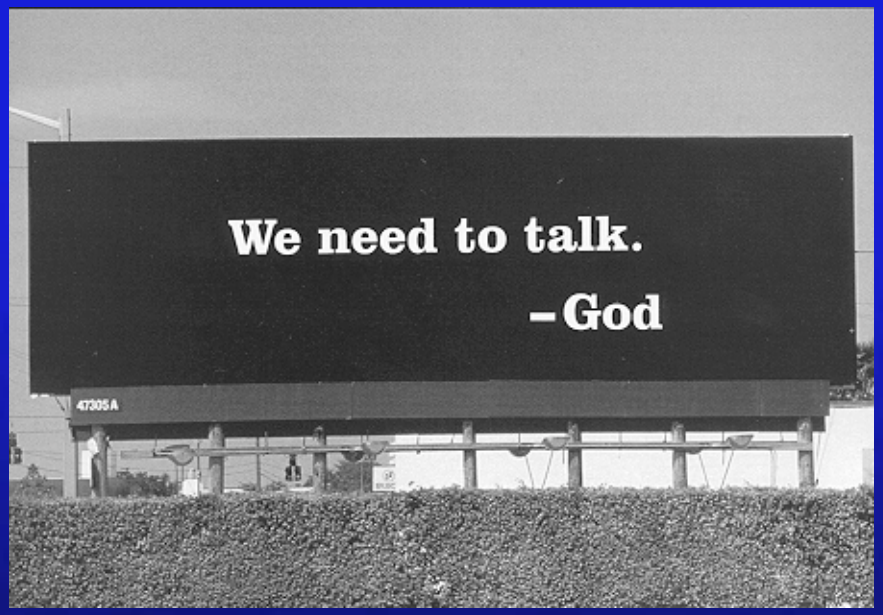
**Stephen Kraskin, Kraskin & Lesse**

*Sponsored by FOARE*

## Local Economic Impact

**Bill Lilley,** *iMap*

**Original Research**




# New industry campaign unveiling

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# Avery Fisher Hall

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**Billboard Single**

**Street Furniture/Transit/Alternativ**

**International**

**Campaign**

**$50,000 in prizes**

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# Esteemed Judges

# Awards Gala Banquet

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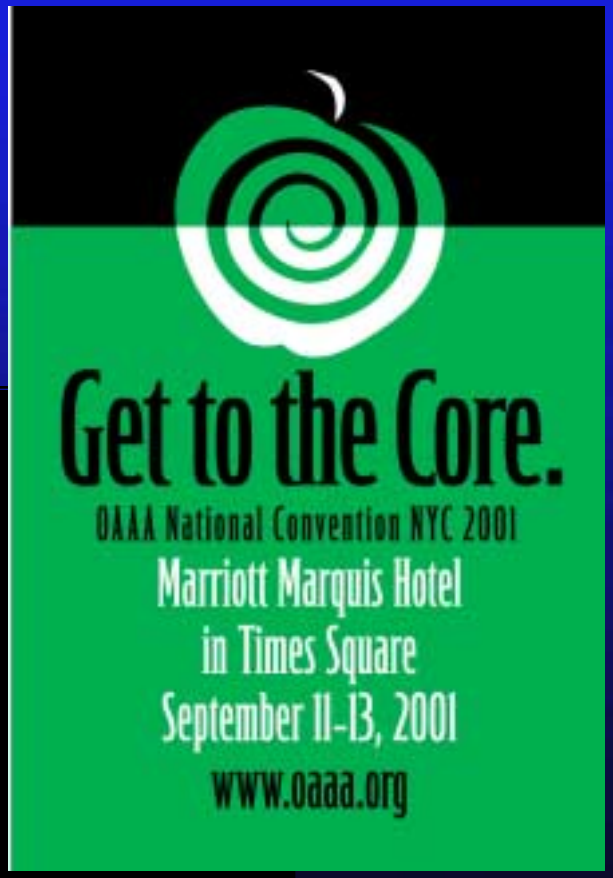
**Early International Registration: $1800**
*Before August 1, 2001*

**Regular International Registration: $2200**
*After August 1, 2001*

**Registration information**


Get to the Core.
OAAA National Convention NYC 2001
Marriott Marquis Hotel
in Times Square
September 11-13, 2001
www.oaaa.org